

Abstract

Systems and methods create and maintain an auction server operative to receive requests for displaying auction items. The bid values are displayed and received in units that are specific to a particular program in which the user is participating. Bid values can
5 be displayed and received in differing units depending on the particular program. Thus, participants in different programs can bid on the same items using different media types or different currencies. The system automatically converts between the different media types in order to determine highest bidders and bid amounts.

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